

ANNUAL FORUM
May 15 & 16, 2012
Ottawa Convention Centre


MARCOM
PROFESSIONAL DEVELOPMENT



*Make Contact with Canada's Leading
Public and Not-for-Profit Sector Marketers and
Communicators*

EXHIBIT AND SPONSORSHIP OPPORTUNITIES 2012



INSIDE:

- Welcome to MARCOM 2012
- Exhibitor Prospectus
- Exhibit Investment
- Exhibit Hall Floor Plan
- Sponsorship Opportunities

Produced by:

FOR MORE INFORMATION ABOUT EXHIBITING or SPONSORING, CONTACT:

Claire Mills | clairemills@cepsm.ca | Tel: 613-731-9851 ext. 20 | Cell: 613-882-2567

Centre of Excellence for Public Sector Marketing (CEPSM)
2487 Kaladar Avenue, Ottawa, Ontario, K1V 8B9 | www.marcom.ca



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Welcome to MARCOM Professional Development – Annual Forum 2012

MARCOM is the premiere educational forum for public and not-for-profit sector marketers and communicators.

Now, in its 14th year, MARCOM is Canada's only Professional Development Forum dedicated to the needs of the public and not-for-profit sectors in marketing. Taking place on May 15 & 16 at the Ottawa Convention Centre, MARCOM offers three days of education with the first day offering a choice of four intensive workshops. The final two days address the trends and topics that matter most to public sector and not-for-profits: from the latest social media tools to how to successfully integrate traditional and new media. Delegates attend MARCOM to hear subject matter experts and thought leaders, share new Canadian case studies, review the latest vendor solutions and best practices, insights and ideas at Peer2Peer roundtable discussions, and network with others who do what they do. The Green aspects of marketing are important to our delegates and should be highlighted by exhibitors and sponsors. The MARCOM Advisory Committee is closely consulted to develop the educational content.

Why Exhibit?

MARCOM is a once-a-year opportunity to reach up to 300 public sector and not-for-profit marketing and communications professionals who attend the forum and want to learn about the latest solutions from leading suppliers.

The Exhibit Hall will incorporate all meals and breaks for delegates. Exhibitors will be able to enjoy all catering with delegates to increase the opportunities for relaxed networking.

Why Sponsor?

A sponsorship at MARCOM ties your brand to one of the most recognizable and trusted brands for delivering high quality education to the public and not-for-profit sectors and provides an opportunity for you to deliver your messages when decision-makers from these sectors are most receptive to receiving them.

Become an Official Supplier or choose from a wide range of affordable opportunities to market your products or services to this difficult-to-reach audience.

Rapid-Fire Solutions

Returning in 2012 are the "Rapid-Fire Solutions" highlighting selected vendors who will each have a specific amount of time to present to a targeted audience of either Governments and Crown Corporations or the Not-for-profit community, including Associations, non-profits, charities and institutions. More will be announced about this special opportunity as formal plans take shape. Don't miss this opportunity to educate the attendees about what they may not know is available to help them in their day to day initiatives. All accepted presentations will be formally pre-screened and coached. To indicate your interest in applying for this opportunity, contact Claire Mills via email clairemills@cepsm.ca or telephone 613-731-9851 ext. 20.

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Ottawa Convention Centre (OCC)

www.ottawaconventioncentre.com

The Ottawa Convention Centre opened in April, 2011 and hosted MARCOM Annual Forum 2011 in June. Coined as “Canada’s Meeting Place”, it has been booked solidly and enjoys a strong reputation in the convention world. Overlooking Ottawa’s Rideau Canal UNESCO World Heritage Site and surrounded by Ottawa’s national sites, cultural treasures, natural beauty and relaxed urban vibe, the Ottawa Convention Centre is strategically located to service customers who want to leverage Ottawa’s downtown core and heralded Byward Market. The Westin Hotel is connected via walkway, so patrons have easy access to MARCOM as one enters the OCC. Across the street are a host of other hotels such as The Novotel and Les Suites. In close proximity are hotels such as the Albert at Bay Suite Hotel, the Chateau Laurier and the Lord Elgin.

Accommodation:

We have made special arrangements with the following hotels to service our important MARCOM participants at preferred rates. We encourage you to book as early as possible. Room blocks may fill prior to the April 14th cut-off date for these special rates.

[The Westin Ottawa](#) (connected to the Ottawa Convention Centre)

11 Colonel By Drive, Ottawa, ON K1N 9H4

Room block until April 14, 2012 – first come, first served.

Rate: **\$239.00** + HST for a Traditional Room

To Reserve: **Call 1-800-Westin1** (937-8461) Group Code: **GFTNNA**

[Novotel Ottawa](#) (across street from OCC via connected Rideau Centre, Sears entrance)

33 Nicholas Street, Ottawa, ON K1N 9M7

Room block until April 14, 2012 – first come, first served.

Rate: **\$165.00** + HST single/double for Superior King Room

To Reserve by Phone: 613-230-3033 Group Code 19055 MARCOM 2012 To Reserve Online: [Login to secure site](#)

[Albert at Bay Suite Hotel](#) (20 minute walk or 5 minute taxi to OCC)

435 Albert Street, Ottawa, ON K1R 7X4

The largest suites in the city, including newly renovated one or two beds, separate living room and fully equipped kitchen. Includes free local calls and wireless internet.

Rate: **\$149.00** + HST One-bedroom suite, \$164.00 Deluxe One Bedroom Suite, \$179.00 Luxury One Bedroom Suite

To Reserve: **Call 1-800-267-6644** and ask for **MARCOM Corporate Rate**

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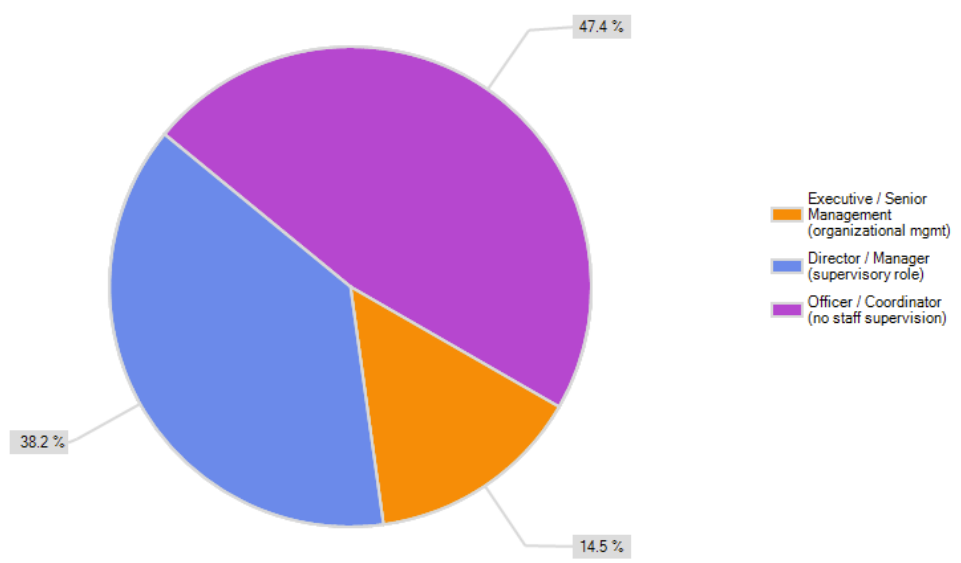


MARCOM Audience:

MARCOM is a well-known brand in Ottawa since 1998. Largely Federal Government, representatives from Municipal and Provincial governments are also in attendance as well as agencies and crown corporations. Associations and non-profit organizations make up approximately 1/3 of the audience. More and more, the marketing function is being recognized as the jumping off point for every organization and traditionally more communications roles are taking on responsibilities associated with marketing. MARCOM focuses on this convergence of marketing and communications and the audience make-up reflects this reality.

Audience by Job Title, Function, Sector

Which category best describes your job title?



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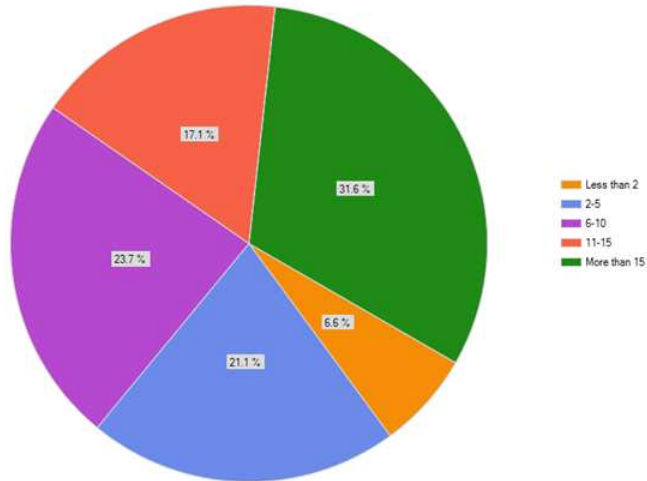
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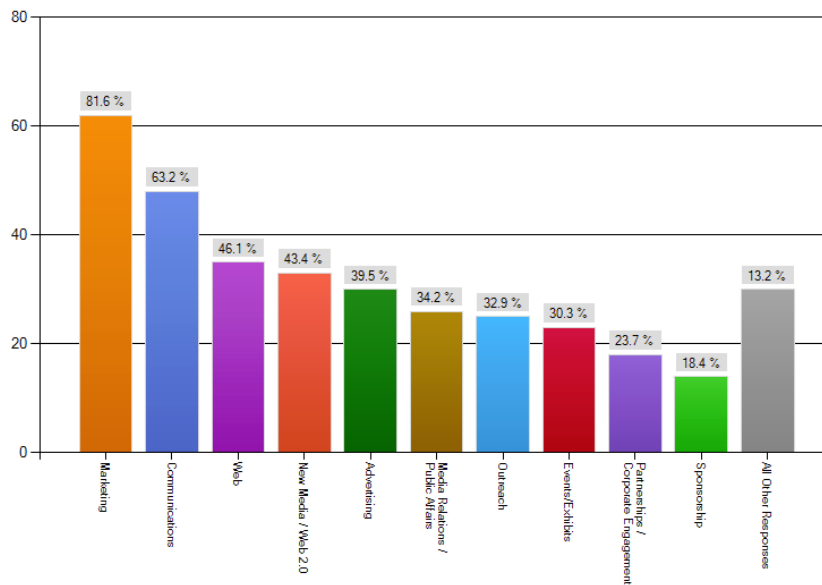
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Years of related marketing / communications experience



What is your function within your organization? (check all that apply)



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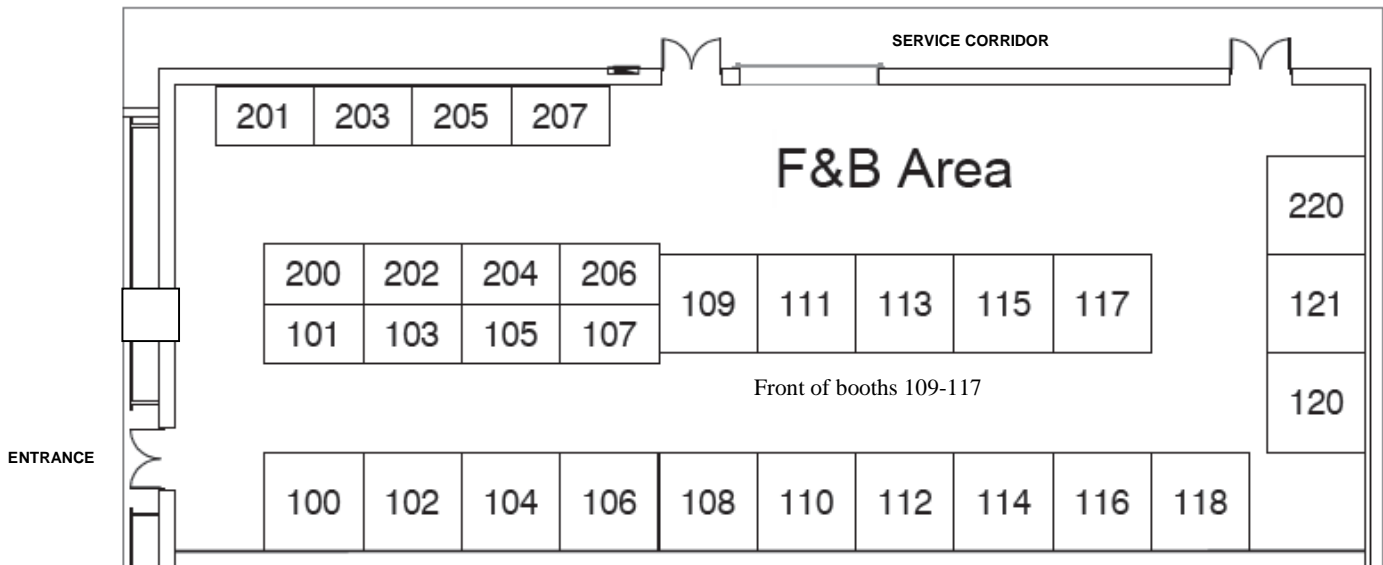


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Floor Plan - Gatineau Salons 207 / 208



6' deep x 10' wide = 101, 103, 105, 107, 200, 202, 204, 206, 201, 203, 205, 207
 10' x 10' = All remaining

Food and Beverage (F&B) area has been designed to add more space for seating. Cocktail tables will be dispersed throughout the trade show for the comfort of delegate visitors.

To reserve space, complete the Exhibit Application (last page) with booth choices in order of preference.

First choice will be given to 2011 exhibitors and sponsors until November 30th, after which time booths will be assigned on a first come, first served basis based on date of receipt of application and payment.

Fax completed application to Claire Mills 613-731-2407.

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EXHIBIT INVESTMENT

NOTE: certain sponsorship opportunities include booth space.

10' x 10' Booth **\$1,685.00 + HST**

Early Bird by Tuesday, February 28, 2011 **\$1,585.00 +HST**

First come, first served (incumbent 2011 exhibitors will have priority until November 30)

- Opportunity to apply to present during “Rapid-Fire Solutions”
- Opportunity to apply to host a roundtable
- One Conference Pass including all meals (Value of \$795.00)
- One Exhibitor Meal pass (or Two exhibitor meal passes if not using the Conference Pass)
- 50% discount on all additional Forum passes purchased (May 15 & 16) (Cost of \$400.00 each)
- Booth Drapery with 8-foot high back wall and 3-foot side walls
- One 6' draped table (if required)
- One 750-watt Electrical Duplex Outlet (if required)
- One wastebasket
- Company Name and 100-word Description in Trade Show Guide
- Exhibitor Services Kit
- Free promotion in email campaign to registered and potential delegates
- Free Listing and hotlink on www.marcom.ca to promote your presence

10'w x 6'd Booth **\$1,485.00 +HST**

Early Bird by Tuesday, February 28, 2011 **\$1,385.00 +HST**

First come, first served (incumbent 2011 exhibitors will have priority until November 30)

- Opportunity to apply to present during “Rapid-Fire Solutions”
- Opportunity to apply to host a roundtable
- One Conference Pass including all meals (Value of \$795.00)
- One Exhibitor Meal Pass (or Two exhibitor meal passes if not using the Conference Pass)
- Booth Drapery with 8-foot high back wall and 3-foot side walls
- One 4' draped table (if required)
- One 750-watt Electrical Duplex Outlet (if required)
- One wastebasket
- Company Name and 75-word Description in Trade Show Guide
- Exhibitor Services Kit
- Free promotion in email campaign to registered and potential delegates
- Free listing and hotlink on www.marcom.ca to promote your presence

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Our past EXHIBITORS AND SPONSORS:

Able Translations Ltd.
Advantage Audio Visual Rentals
Albert at Bay Suite Hotel
ASAPpm
Association of Registered Graphic Designers of Ontario
AVW-Telav
Banfield-Seguín Ltd.
BBW International Inc.
Best Western Victoria Park Suites
Bleublancrouge
Blue Sky Factory
BmDodo Strategic Design
BMO Financial Group Institute for Learning
BMR Group
Broadplay Mobile
Brookstreet Hotel
Brymark Promotions
Bureau de la traduction / Translation Bureau
CCR Solutions
Canadian Government Executive
Canadian Institute of Marketing
CDN Print Plastic
Capital Consultants Inc.
Centre for Excellence in Communications
Centre of Excellence for Public Sector Marketing
Centurion Conference and Event Center Chapters
Charity CDs
Chateau Cartier
CNW Group
Colterman Marketing Group
Communications Community Office
Competitactics
Creative MIXX
Cuego Audio Visuals
Cummings Mitchell

Cyan Solutions
D.E. Systems Ltd.
Delta Chelsea
Delta Media
digitalOttawa Inc.
Direct Marketing
Duocom Canada Inc.
Earthlore Communications
Eliquo Training and Development
Entire Imaging Solutions
Environics Analytics
Environment Canada
ExpoSystems Canada
Government of Canada Exhibitions Program
Green Meetings Industry Council
HBS Marketing
Health Canada
Hilton Lac-Leamy
IABC Ottawa
Industry Images Creative Studios
Integrus Brand Solutions
Irongate Server Management & Consulting
IQ Exhibit
John Wiley & Sons Canada, Ltd.
Kingsford Consulting
MediaVantage
Metropolitan Loose-Leaf Co.
Mystery Shopper Program
Nexalogy Envionics
NIVA Inc.
Novotel Ottawa
Online Authority
Ottawa Business Journal
Ottawa Convention Centre
PartnerNet
PTI Marketing
Publivate
Pureshift Consulting

Race Data
Radian6
REP Solution
Rideau Mailing Services
Rogers Media Publishing
Rowanwood Consulting
Royal Roads University
Ryan/Smith Creative
Safeguard Business Systems
Service Canada
Silver Hotel Group
Skyline Ottawa
Skyline Toronto
Speakers' Spotlight
Sprott School of Business
Sympatico Mobile
The Epoch Times
The Hill Times / Embassy
The Ottawa Citizen
The Portables
The SAM Group
The Sheraton Gateway Toronto Airport
The Westin Bristol Place Toronto Airport
Translation Bureau
ThinData Inc.
Tourism Brampton
Tribute Entertainment Media Group
TRUNK Communications
vdoLife
Voiceover Gurl
Warren's Waterless Printing
Web-Insight
Whatevermedia.ca
Wild Cards Advertising
wishart advertising and graphic design

... and more

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Enhance Your Profile at MARCOM in Meaningful Ways!

Sponsorship Opportunities 2012

If your objective is to make an impact with decision-makers from the public sector, associations, non-profits and institutions from across Canada, all involved in marketing and communications, MARCOM Annual Forum is your once-a-year opportunity to showcase your brand, products, services and marketing solutions to this unique audience and develop or rekindle marketing connections.

Event Sponsor (exclusive by industry)

Minimum value \$7,500.00, includes 10' x 10' exhibit space and inclusions.

In-Kind or partial in-kind opportunities are available.

MARCOM Event Sponsors receive the highest level of visibility and branding associated with the three-day event and are recognized as a valuable contributor to the event.

Benefits in return for \$7,500.00 cash or in-kind products or services:

- * **10' x 10' Exhibit Booth in the MARCOM Exhibit Showcase (Value \$1,685.00) – see booth inclusions previous pages**
 - o Three Forum Attendee Passes including all meals (Value of \$2,385.00)
 - o Promotion in email campaign to registered and potential delegates
 - o Logo ID, listing and hotlink on www.marcom.ca to promote your presence
 - o Company logo on event signage recognizing your organization as Event Sponsor to MARCOM
 - o Recognition as an Event Sponsor on all print material
 - o Recognition as an Event Sponsor in the Official Show Guide distributed to all Delegates and Trade Show Visitors, with 100-word message
 - o Recognition as an Event Sponsor on www.marcom.ca with a link to your Website
 - o List of all delegates of the event
 - o Logo and link on an e-mail *Thank You* Message sent to all participants post-MARCOM 2012
 - o Opportunity to send a one-time, targeted corporate email message to the MARCOM database consisting of over 10,000 government and not-for-profit sector marketing contacts (Sponsor responsible for design, cost and distribution of the blind e-mail through a third-party supplier)
 - o Opportunity to send a one-time targeted blind mail piece to the MARCOM database of up to 10,000 government and not-for-profit marketing contacts (Sponsor responsible for printed pieces and direct mail costs of the direct mail campaign through our third-party supplier.)
 - o Opportunity to lead or attend a Marketing Roundtable depending upon final topics
 - o Opportunity to introduce speakers

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Official Suppliers (exclusive by industry)

Minimum value \$4,500.00, includes 10' x 6' exhibit space and inclusions.

In-Kind or partial in-kind opportunities are available.

- Audio Visual Services
- Binding Products and Services
- Direct Mail Services
- E-mail Broadcast Services
- Electronic Event Signage
- Graphic Design Services
- Printing Services
- Speaker Gifts
- Web Design and Maintenance Services
- Show Bags

Benefits in return for \$4,500.00 cash or in-kind products or services:

- * **10' by 6' Exhibit Booth in the MARCOM Exhibit Showcase (Value \$1,485.00) – see booth inclusions previous pages**
 - Two Forum Attendee Passes including all meals (Value of \$1,590.00)
 - Promotion in email campaign to registered and potential delegates
 - Logo ID, listing and hotlink on www.marcom.ca to promote your presence
 - Company logo on event signage recognizing your organization as an Official Supplier to MARCOM
 - Recognition as an Official Supplier on all print material
 - Recognition as an Official Supplier in the Official Show Guide distributed to all Delegates and Trade Show Visitors
 - Recognition as an Official Supplier on www.marcom.ca with a link to your Website
 - List of all delegates of the event
 - Logo and link on an e-mail *Thank You* Message sent to all participants post-MARCOM 2012
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 - Opportunity to send a one-time targeted blind mail piece to the MARCOM database of up to 10,000 government and not-for-profit marketing contacts (Sponsor responsible for printed pieces and direct mail costs of the direct mail campaign through our third-party supplier.)
 - Opportunity to lead or attend a Marketing Roundtable depending upon final topics

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Sponsorship and Advertising Opportunities

	Exhibitor Rate	Non-Exhibitor Rate
NEW Wireless Attendee Sponsor	\$1,200.00	\$1,700.00
Registration Sponsor	\$1,200.00	\$1,700.00
Food and Beverage Sponsor	\$1,500.00	\$2,000.00
Keynote Speaker Sponsor	\$3,500.00	\$4,000.00
Peer2Peer Roundtable Sponsor	\$1,500.00	\$2,000.00
Attendee Badge Lanyard (1) Sponsor supplied	\$ 750.00	\$1,250.00
Attendee Badge Insert (1) Sponsor supplied	\$ 950.00	\$1,450.00
Networking Reception Sponsor	\$1,500.00	\$2,000.00
Post Event Survey Sponsor	\$1,500.00	\$2,500.00
Concurrent Session Sponsor	\$ 500.00	\$ 750.00
Show Bag Insert Rights fee (inserts provided by org.)	\$ 500.00	\$ 750.00

Customized Opportunities

Ask how we can customize your involvement at MARCOM to meet specific marketing and communications objectives.

Advertising Opportunities beyond MARCOM 2012

Big picture thinking includes looking at all ways to connect with your audience 12 months of the year. The Centre of Excellence for Public Sector Marketing, producer of MARCOM Annual Forum, is making two new opportunities available for the marketing and communications industry suppliers to take advantage of all year long.

The CEPSM Website has become the source for up-to-date industry news and suppliers. The Newsletter, published 12 times per year, goes out to over 10,000 public and not-for-profit sector marketing and communications personnel, from front-line staff to Director General and Executive Director level positions.

CEPSM Website - year long advertising	\$ 500.00 / yr
CEPSM Newsletter – One Feature Article	\$1,500.00 per article

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